

LEO KWARTEN MIDDLE EAST CONSULTANCY
ليو كوارتن للاستشارة في شؤون الشرق الاوسط



Workshop: Dealing Effectively With Your Arab Business Partners

This workshop is meant for business development/sales managers and project managers dealing with Saudi Arabia, the Gulf States and the other countries in the Middle East and North Africa, be it from their home office or while actually living in the region. It benefits both newcomers and people who have substantial experience in the Arab world. The workshop will be tailor-made to the specific job requirements of the participants and the countries they operate in. The sessions will be highly interactive focusing on essential aspects of doing business in the Arab world, like building networks, planning, negotiating, and understanding the Arab organizations you are dealing with. It will focus on your approach as well, both personal and as a company. What specific assets do you or your company have which can be used to your advantage? What aspects are really relevant in the Middle East?

Programme

- 1. Understanding the business environment:***
 - Current political, economic and social dynamics
 - Cultural aspects that have to be taken into account
 - Understanding the impact of your own culture on relationship building in the Middle East
 - Adapting your business strategy to this specific environment
- 2. Business culture:***
 - Decision making: who takes the decisions and how can I influence the decision making process?

- Relationship management: who are the stakeholders and how do I get to know them?
- Formal and informal: what should you do formally or informally?
- Negotiating: dealing with meetings, presentations, contracts and trust
- Planning and dealing with deadlines
- Communication, do's and don'ts
- Sustaining networks in the Middle East

3. *Real-Life cases and exercises:*

- Real-life cases will be presented by Leo Kwarten who has more than 25 years of experience as a consultant in the Middle East
- Optimal use will be made of the participants' personal experiences
- Participants will solve a real-life business case concerning a deadlock in the negotiations with an Arab delegation. Participants will develop an action plan and practise their intercultural skills in an Arab setting.

Trainer Leo Kwarten – arabist, publicist and consultant. Since 1992 he works as an advisor to international companies operating in the Middle East. He is active in the oil industry, petrochemicals, airlines, transport, IT, banking, food & beverages, high tech and defence. Some of his clients are Arab companies that want to gain further understanding of the western cultures they are dealing with commercially. For more: www.leokwarten.com.

Duration One day, 9.00 am – 05.00. The duration of the workshop can be shortened to half a day.

Practicalities Every workshop is tailor-made to the needs and wishes of the client. To achieve this, participants will receive an intake questionnaire.

Location In-company or special arrangement in venue of your choice

Enrolment For more information, please contact Leo Kwarten at:

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